

MICHIGAN GRAPE AND WINE INDUSTRY COUNCIL
ANNUAL REPORT
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The Michigan Grape and Wine Industry Council continues to provide an important forum for state-wide collaboration in research, promotion and professional development to meet the changing needs of this exciting growth industry.

INDUSTRY HIGHLIGHTS

- One new winery opened in Michigan (Uncle John's Cider Mill), using predominantly Michigan fruit. There are now 40 wineries in Michigan, up from 17 in 1995.
- Wine grape acreage increased 9% from 2002 to 2003.
- Sales of Michigan wines in Michigan increased 84% for the 8 year period 1996 – 2004, while sales of ALL wines increased only 39% over the same period.
- Over 150 medals awarded to Michigan wines in 10 competitions (excluding the Michigan State Fair Wine Competition).
- A short crop in 2003 in NW Lower Michigan created above normal demand for purchasing grapes from other states and limited inventory of many wines.
- Capital investment of close to \$15 million has occurred over the past three years by the following businesses (Chateau Chantal, Peninsula Cellars, Brys Estate Winery, Black Star Farms, Tabor Hill, Karma Vista, Contessa, Uncle John's Fruithouse Winery, St. Julian and others)
- Discussion regarding the future for Interstate shipment of wine direct to consumers continued in several states, including Michigan.
- An industry association, WineMichigan, was formed by Michigan wineries to address regulatory issues.

COUNCIL HIGHLIGHTS

- The Council set a goal for the increase in the size of the industry to 10,000 wine grape acres by the year 2024 (current acreage is 1500 acres).
- Four new Council members were appointed by Governor Granholm in April 2004, to replace those whose terms had expired in late 2003. Two members were re-appointed.
- The on-line resource guide for Michigan's wine industry (WIRM) was launched in March.
- At the annual meeting in February, a recognition plaque was presented to L. Mawby Vineyards, as the ninth Michigan winery that has been in business for over 25 years.
- Consumer awareness about the industry continues to grow with increasing demand for Michigan Wine Country magazine, more visits to the Council's website and greater frequency of media inquiries to the Council office.
- The Research Committee of the Council was re-focused with additional objectives related to grower education. Grants totaling \$85,000 were awarded for viticulture and enology research at MSU. These funds leveraged an additional \$101,000 in federal funding through the USDA funded Viticulture Consortium.
- The Council participated in Detroit Uncorked, a new consumer wine event at Ford Field that attracted over 1500 guests. Participation in the event by Michigan wineries was assisted by Specialty Crop grants.
- The Council sponsored three episodes of Great Getaways, a PBS program, which featured travel to Michigan's primary wine regions.
- The Michigan State Fair Wine Competition received a record number of entries. The list of judges included Wilfred Wong from California. Significant media coverage was gained for the industry through publicity about the competition. An Advisory Board of wineries, judges and staff was formed to consider rules changes and other improvements to the competition.
- Internationally respected wine writer Tom Stevenson, visited Michigan's wine regions for 10 days in October 2003 and wrote a complimentary article in Decanter magazine upon his return to London. He hosted a tasting of Michigan wines for other European wine writers in January. An export development grant through the Agriculture Development Division assisted with some of the expenses of Mr. Stevenson's visit.

L. Jones 03/07/05